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Author:
O'Dea, Mark

Title:
"Adlandia"

Place:
[New York]
Date:
[1940]

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O'Dea, Mark
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1 p. l., 70 p. 27½cm.

Reproduced from type-written copy.
"A companion book to "Advertising as a career" and "A preface to advertising."

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PM-MGP 13″x18″
METRIC GENERAL PURPOSE TARGET
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A3

A4

A5

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St. Paul, MN 55119

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ADLANDIA

An Advertising Quiz

First Edition August, 1940

by

MARK O'DEA

A companion book to
"ADVERTISING AS A CAREER"
and
"A PREFACE TO ADVERTISING"

DON'T PEEK
Read foreword first

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"A D L A N D I A"

An Advertising Quiz

First Edition - August 1940

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A Companion Book to

"Advertising As A Career"

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DON'T PEEK

Questions are on right hand pages — Answers on reverse. Read this foreword first.

A FOREWORD

In the first edition of "Advertising As A Career" there was a questionnaire which included — in addition to a vote on the most helpful and the least helpful chapters — an invitation to readers to set down three questions which they would like answered. Much of this material was employed in creating the second edition.

Also, from the ensuing deluge of varied questions, came the idea of working out an Advertising Quiz.

Here it is ... in its manuscript form. Here are 34 tests of 10 questions each. One may score 10 for each correctly answered question, or 100 per test. There are some multiple-part answers which permit a fractional credit. For each test, 80 may be considered perfect, 70 good and 50 fair.

The blank space at the right of the questions may be used for your answers.

* * * * * * *

As this is pioneering, I would welcome comments and suggestions for improvement. This Quiz is by no means perfect. It may be too difficult. However, advertising people are supposed to know much and must be quick to answer a multitude of questions. Others may say this Quiz is too easy. I seek a reasonable average. Some questions may well be replaced by better ones. If any are vague or misleading, they should be clarified. Your suggestions will be a welcome aid in working out an improved edition.

TAKE TEST BY TEST IN THEIR ORDER

DON'T PEEK

Play Fair with Yourself

Mark O'Dea
400 Madison Ave.,
New York City

Copyright 1940

by Mark O'Dea

Printed in the U.S.A.

TEST 1

1. Are there any town criers today?

2. Since Advertising is a form of communication, rearrange the following media in their order of rank by expenditure:

Radio	Miscellaneous	Outdoor
General Magazines	Farm Publications	Newspapers
Direct by Mail		Business Magazines

3. If Lady Esther is famous for cosmetics, what Lady is famous for bed sheets?

4. In analyzing Wm. Wrigley's success in advertising, which one of these principles seems to have guided him chiefly:

(a) reason-why copy (c) continuity of effort
(b) spectacular claims (d) contests

5. Name five radio sets, once famous, now not made or advertised?

6. Name three items lately introduced by advertising?

7. What book containing nothing but advertising matter is read by more people than any book published — except perhaps the Bible?

8. Travel advertising during the past 20 years encouraged Americans to spend how much abroad?

9. Name three advertisers employing an institutional approach.

10. What do these words stand for?

(a) Patapar (f) Clorox
(b) Mothersills (g) Vigoro
(c) Revlon (h) Dobbs
(d) Wearever (i) Duz
(e) Fostoria (j) Bosco

Answers to Test 1

1. Yes, in Provincetown, Massachusetts.

2. In order of expenditure* for 1939:

Newspapers	525,000,000	Business Mags.	50,000,000
Direct by Mail	500,000,000	Outdoor	50,000,000
General	170,000,000	Miscellaneous	34,000,000
General Mags.	150,000,000	Farm Public.	17,000,000

3. Lady Pepperell

4. Continuity of Effort. His son, Philip K. Wrigley, says: "My father was a great merchandiser. He built this Company on a foundation of consistent and effective sales strategy."

5.

Atwater Kent	Grebe	De Forest
Kolster	Temple	General Motors
Fada	Freed-Eisemann	Ware

6.

Goodyear Air Foam Mattresses	Nylon
Du Pont Cellophane	Fibre glass
Visking Skinless Frankfurters	Lastex
Polaroid Eye Glasses	F. M. Radio
Owens-Illinois Glass Bricks	

7. The Sears Roebuck Catalogue, Some 7,000,000 copies of the "big book" land on the Nation's doorsteps <u>twice</u> a year.**

8. U. S. Department of Commerce estimates it at five billion dollars.

9. American Telephone & Telegraph Co; Metropolitan Life Insurance Co; Association of American Railroads: E. R. Squibb & Sons; Air Transport Association; United Brewers Industrial Foundation.

10.

(a) vegetable parchment paper	(f) disinfectant
(b) seasick remedy	(g) fertilizer
(c) nail enamel	(h) hats
(d) aluminum utensils	(i) laundry soap
(e) crystal and glassware	(j) milk amplifier

*Dr. L. L. D. Weld, Director of Research, McCann-Erickson Inc.
**Frank P. Baldwin

TEST 2

1. A puzzled bride wonders "What shall I take on my honeymoon?"

   (a) So I won't lose "my school girl complexion."
   (b) To not reveal "tattle tale gray."
   (c) To make my figure like Irene Rich's.
   (d) To avoid "gaposis."
   (e) To indulge in a demitasse each night but not stay awake.

2. A puzzled bridegroom wonders: "What shall I take on my honeymoon?"

   (a) To counteract halitosis.
   (b) To prevent nervous B.O.
   (c) To overcome sleepless nights.
   (d) To avoid embarassing social mistakes.
   (e) To have that "smile of health."

3. What manufacturer employs advertising to introduce such diversified products as hosiery, paint, explosives and fabrics?

4. Men are more often color-blind than women — True or false?

5. If you're neither an Extrovert nor an Introvert, what are you?

6. Radio stations are licensed by the Government for periods of 90 days - 6 months - 1 year - 3 years, which?

7. Among advertisements offering self-culture, what headline appears most frequently?

8. What is a most popular outdoor ad - a sign - that consists of merely a three-letter word?

9. In newspaper parlance, what is a "beat?"

10. Who's "Elsie?"

Answers to Test 2

1. (a) Palmolive
   (b) Fels Naptha
   (c) Welch's Grape Juice
   (d) Talon
   (e) Sanka or Kaffee Hag

2. (a) Listerine
   (b) Lifebuoy
   (c) Ovaltine
   (d) Emily Post's book
   (e) Sal Hepatica

3. Du Pont

4. True

5. An ambivert.*

6. One year. This is a most recent revision of F.C.C. rules which will supplant the six months' licenses previously issued.**

7. "Do you make these mistakes in English?"

8. EAT — the popular restaurant sign.***

9. The publication of a story by a newspaper sooner than by a competitor.

10. The widely advertised Borden cow. Now 10,000 electric lamps let her cavort as a Broadway star on a Times Square sign.

* See discussion in Chapter 20, "Advertising as a Career" on Extroverts, ambiverts and introverts
** Printers' Ink Monthly
*** A Preface to Advertising, page 187

TEST 3

1. In what advertised product do people pay for a hole?

2. Which one of these men said: "The value of a thing consists solely in its relation to our wants."

   (a) Henry Ford
   (b) Karl Marx
   (c) Raymond Moley
   (d) Adam Smith
   (e) John Wanamaker
   (f) Woodrow Wilson

3. The advertising of each 15¢ package of the three leading cigarettes costs approximately which sum:

   ½¢ - 2½¢ - 4 1/3¢

4. Out of 3,072 counties in the United States, less than 200 contain 50 percent of all employed workers. True or false?

5. Which state leads in total income from manufacturing?

6. Instalment selling originated in the United States. True or false?

7. What new product is being advertised that "transmits light around corners" and makes furniture that looks like glass?

8. What company took over Jell-O when it was selling at 12¢ per package and has advertised it down to 6¢ a package?

9. For what main evil can consumers be blamed as economically wasteful in making purchases at stores, especially department and specialty stores?

10. Who formerly advertised:

    (a) "I'd walk a mile for a _____."
    (b) "Ask Dad, he knows."

Answers to Test 3

1. Life Savers — "the candy mint with the hole."

2. (b) Karl Marx

3. Less than ½¢.

4. True. An important consideration for marketing men.*

5. New York

6. False. It originated in France over a century ago.

7. Lucite, the new plastic.

8. General Foods.

9. Returned goods -- 30% "wrong size" asked for by customers. Waste computed at $1,000,000 daily.

10. (a) Camel
    (b) Fatima

* Printers' Ink Monthly

TEST 4

1. Name 3 things we didn't have 10 years ago.

2. If you're answering these questions with a lead pencil, how much lead is there in your pencil?

3. How many new customers change the advertising market every day?

4. Replace these pretentious words with simple two or three-letter words:

(a) obtain	(d) destination	(g) rapture
(b) purchase	(e) prevaricate	(h) masticate
(c) inquire	(f) perceive	(i) compensation
		(j) assert

5. What is a "dummy?"

6. Stainless steel was invented within the past 15 years. True or false?

7. Instead of wooden Indians, what sign is used to advertise tobacco shops in the Orient?

8. Ivory Soap — "It Floats" ... why?

9. The oldest periodical in the world is "Les Petites Affiches," of Paris. It was started in what year -- 1512, 1612, 1712, 1812?

10. What is an "em" and an "en"?

Answers to Test 4

1. Overseas air service, airplane sleepers, glass building blocks, television, synthetic rubber, fluorescent lighting, synthetic vitamins and hormones, streamline trains, polaroid glass.

2. None. It's plumbago, that is, graphite and clay.

3. 5,000 per day — counting births every 12 seconds, deaths every 24 seconds and immigrations every 2 seconds, the Department of Commerce estimates that there is a net gain of one person every 20 seconds.*

4. (a) get (b) buy (c) ask (d) end (e) lie (f) see (g) joy (h) eat (i) pay (j) say **

5. A "dummy" is a more or less accurate layout of any piece of proposed printing. It may be as accurate as the architect's working blue-prints or as rough as his preliminary sketches. When requesting estimates for production, "dummies" must be accurate, if quotations are to be binding.***

6. False. It goes back to Damascus in the days of the Crusaders.

7. The fleur-de-lis. The French were first to open up this trade.

8. It contains small air bubbles which give it buoyancy.

9. In 1612.****

10. An "em" is the square of the body of type — any point size. When used as measurement of the length of a line of type — i. e., 20 picas wide — it really should be expressed as "20 ems of pica wide." Pica is approximatel 12 point. An em of pica, therefore, is 12 points by 12 points (approximately one-sixth of an inch). The capital letter M fills the full face of the body of the type and suggests the word em.

    An "en" is one-half the width of an "em." ***

*"More Profit from Advertising" — Goode & Rheinstrom
**"Advertising Copy" G. R. Hotchkiss (augmented list)
*** W. Arthur Cole, Managing Director, Photo-Engravers Board of Trade of N. Y. Inc.
**** Presbrey's "History and Development of Advertising"

TEST 5

1. (a) What family advertises liquor?
   (b) What brothers relieve that cough?
   (c) What father and son gave their names to a piano?
   (d) What sisters give scalp treatment?
   (e) What's the best known father and son in business?

2. Over 60 percent of the people of the United States do not use toothbrushes at all. True or false?

3. In food copy, how would you differentiate between gourmet and gourmand?

4. Fill in city (1) and date (2) in the following:

   In 1836 there were only 1500 bath tubs in the United States — all in one city: (1) _____ the first city to install running water and fight B.O. Not until (2) _____, was a bath tub installed in the White House.

5. What are the oldest living things in the world? (Plural here refers to many of the same thing, not to different items).

6. What State has the greatest number of farms?

7. What new market — new territorial acquisition — was the most recent gained by the U. S?

8. Who bought the Saturday Evening Post for $10,000 in 1897, with a circulation of 2,000 and raised it to 100,000 in 3 years?

9. What State is bordered by only one other?

10. Where is the Hall of Fame?

Answers to Test 5

1. (a) Wilkins
   (b) Smith
   (c) Steinway
   (d) Ogilvie
   (e) The Fords

2. True. Many do not realize the extent of this market.*

3. The former is interested in quality, the latter in quantity.

4. (1) Philadelphia
   (2) 1850

5. The giant sequoia trees in California, some 3000 to 4000 years old.

6. Texas - 495,489
   Miss. - 312,663 **

7. Virgin Islands, acquired from Denmark in 1917 for $25,000,000.

8. Cyrus H. K. Curtis, founder of the Ladies Home Journal.

9. Maine.

10. New York University
    University Heights
    181st Street and University Avenue
    New York, N. Y.

* Printers' Ink Monthly
** Advertising & Selling (May, 1940)

TEST 6

1. What two magazines pioneered in protecting consumers by fighting fraudulent advertising?

2. At whose instigation was a model statute made to discourage fraudulent advertising, drawn up in 1911?

3. What food and what drink are branded by a picture of the devil?

4. Give the trade name of these food products:

   (a) "It's shot from a gun"
   (b) What's "fresh corn off the cob?"
   (c) They come from deep in the ocean.
   (d) You're told you require it.
   (e) What comes in "57" Varieties?
   (f) What walnuts are named for a jewel?
   (g) What's made in a building with a "thousand windows?"
   (h) It's all cut up - this breakfast food.
   (i) It is what some folks get in the pants.

5. The new Federal Food, Drug and Cosmetic law has caused almost 100 percent revision of drug labels. True or false?

6. These new revolutionary products are coming on the advertising horizon: Thiokal, Neoprene, Koroseal, Buna ... What are they?

7. What chain of restaurants calls itself "The Nation's Host from Coast to Coast?"

8. For what vegetables are Maine and Idaho famous?

9. Advertisers sometimes desire to show the flag of the United States or various official Government insygnia in their advertisements. This is not legally permissible. True or false?

10. What twins advertise a cleansing powder?

Answers to Test 6

1. Ladies Home Journal and Collier's.

2. Printers' Ink; 25 states have adopted it substantially as written -- several others with modifications.*

3. Underwood's Deviled Ham. Pluto Water.

4. (a) Puffed Rice -- Puffed Wheat.
   (b) Niblets.
   (c) Forty Fathom Fish.
   (d) Uneeda Biscuit.
   (e) Heinz Food Products.
   (f) Diamond.
   (g) Sunshine Biscuits.
   (h) Shredded Wheat.
   (i) Kix.

5. True. A 97 percent revision according to Drug Trade News.**

6. Synthetic Rubber, offered by Dow, Du Pont, Goodrich and Standard Oil Company in their order.

7. Child's.

8. Potatoes.

9. True. No flag-waving advertisers.**

10. The Gold Dust Twins.

* Frank P. Baldwin.
** Printers' Ink Monthly.

TEST 7

1. Which of the following figures represents the correct number of national advertisers listed in the McKittrick Directory? 6,000; 8,000; 10,500; 12,000; 15,000.

2. Name 5 products ending in "ex."

3. Which of the following stampings has proved most successful in mailings to business men:

   (a) 1½¢ pre-cancelled stamp.
   (b) 3¢ stamp.
   (c) "562" permit box.

4. What portion of homes have no bath tubs or showers?

   one-third; one-fourth; one-half; two-thirds.

5. If you went to a zoo, of what advertisements would these animals remind you?

   (a) Mountain goat
   (b) Fox terrier
   (c) Penguin
   (d) Eagle
   (e) Bull
   (f) Mules
   (g) Lion
   (h) Crow
   (i) Dromedary
   (j) Greyhound

6. What's a "rep?"

7. "When it rains it pours"-- what pours when it rains?

8. Where would you have to be to "sleep like a kitten?"

9. When Thomas H. Beck, President of Crowell-Collier Publishing Co. sent out an announcement that The American Magazine, Collier's and Woman's Home Companion now offer "Pull-outs," what was he talking about?

10. (a) What syrup is advertised as coming chiefly from a New England State? (b) What State?

Answers to Test 7

1. 12,000 are listed in the forty-first annual edition of the "McKittrick Directory of Advertisers."

2. Cutex, Kotex, Vapex, Tintex, Kleenex, Lastex, Maltex, Craflex, Windex, Larvex, Celotex, Pinex.

3. 1½¢ stamp. 3¢ stamp is second.*

4. One-third.**

5. (a) Great Northern Railway
   (b) Victor
   (c) Kools
   (d) Eagle Condensed Milk
   (e) Bull Durham
   (f) 20 Mule Team Borax
   (g) M.G.M. or Lion Condensed Milk
   (h) Old Crow Whiskey
   (i) Dates
   (j) Buses

6. Media Representative.

7. Morton's salt.

8. On the C & O.

9. "Pull-outs" are 3 to 8 page ads, the first 2 being bound in as usual, the others being folded in, thus expanding 2 pages facing into several pages facing — like an accordian.

10. (a) Maple Syrup.
    (b) Vermont.

* Printers' Ink Monthly
** The Ladle - November 1939.

TEST 8

1. When the man in the control room at a radio broadcast puts his forefinger to his nose, he means:

   (a) The program smells.
   (b) The performer should move back from the mike.
   (c) The program is on time.
   (d) Vocalist is off key.

2. Roughly, how many advertising agencies are listed in the Standard Register:

   (a) 500 (b) 1,200 (c) 1,800 (d) 2,000

3. What is meant by "keying" an ad?

4. The Burlington Zephyr, which made its initial run in 1934, was first to advertise a new type of locomotive power — what was it?

5. Which of these was the first advertised automobile ... Winton, Studebaker, Duryea, Pope-Toledo, Autocar?

6. When the Shell Oil Company offered a free "Stop and Go" game over the radio — once only — how many would you guess were requested within 48 hours? Correct,if within 50,000.

7. "Oneida, Ltd." is the signature on advertisements for _____? (Name product)

8. What is a monochrome?

9. What is "The Fourth Estate?"

10. What gives her "The Skin You Love to Touch?"

Answers to Test 8

1. The program is on time.*

2. 1,800 **

3. To give it a special P. O.Box, or Department number, or a special street address. On coupons a code is frequently used, as SEP, meaning Saturday Evening Post. Used to trace source and number of inquiries.***

4. The Diesel engine.

5. Duryea.

6. 3,500,000

7. Community Plate.

8. A picture executed in various tints of one color.

9. The press.

10. Woodbury's Soap.

* Printers' Ink Monthly.
** Frank P. Baldwin.
*** Chapter 12, "Advertising As A Career"
Page 191, "A Preface to Advertising"

TEST 9

1. Radio stations announce "the following comes to you by electrical transcription" because they want to co-operate with makers of records. True or false?

2. Which of the following colors should be avoided in outdoor posters?

   (a) yellow (b) purple (c) royal blue (d) mauve

3. What magazine gave a prize of $50,000 for its name?

4. How many words are there in an average issue of the daily Times (N.Y.)? 50,000; 100,000; 150,000; 200,000.

5. What two descriptive terms does the Outdoor Advertising Industry advocate instead of the popular term "billboards?"

6. Which of the following numbers most closely approximate the number of radio broadcasting stations in the United States?

   (a) 200; (b) 800; (c) 1,500; (d) 3,000

7. What do (a) "R.O.P." and (b) "preferred position" mean?

8. What world-famous newspaper has long been called "The Thunderer?"

9. Match editors with their magazines by putting keying letters in boxes:

(a) Wm. L. Chenery	( ) Life
(b) Henry R. Luce	( ) Saturday Evening Post
(c) Sumner Blossom	( ) Liberty
(d) Wesley W. Stout	( ) Collier's
(e) Fulton Oursler	( ) American

10. What is the definition of "milline rate?"

Answers to Test 9

1. False. It's a law.*

2. Purple and mauve. Both tend to fade when exposed to the sun.*

3. Liberty.

4. 150,000.

5. Poster panels and painted bulletins.**

6. (b) 800*

7. (a) R.O.P. stands for run of paper -- that is, the publisher's option as to what page the ad appears.
(b) "Preferred position" means specified on a certain page and/or location thereon, and usually sold at a premium.

8. London Times.

9. (b) Life
(d) Saturday Evening Post
(e) Liberty
(a) Collier's
(c) American

10. Cost per line per million circulation.

* Printers' Ink Monthly.
** Frank P. Baldwin.

TEST 10

1. Paraphrase these into current slogans:

(a) "Hurry, Priscilla, my musket."
(b) "He must have on BVD's"
(c) "Of him who hath, seek knowledge."
(d) "Heated to a crispy degree."
(e) "It makes juvenile tears flow."
(f) "It's all over this terrestrial sphere."

2. Of what advertising copy forms or techniques do the following prominent persons remind you?

(a) Gypsy Rose Lee
(b) Jim Farley
(c) Faith Bacon

3. Where did the word "slogan" originate?

4. "Look for the Red and White label" is the identification of what food product? This sentence appears in each of its ads.

5. If you're writing copy addressed to brides, how long after she's married can you so address her?

6. "Certainty, Security, Celerity." Whose slogan is it?

7. Why are some Cannon towels called "Turkish?"

8. (a) Who founded the Annual Advertising Awards?
(b) Who sponsors them?

9. Prof. Copeland of Harvard says: "In every purchase we exercise only ___% of reason and _____% of emotion." (Fill in figures).

10. "Too Buckeye" -- what does that criticism of advertising mean?

Answers to Test 10

1. (a) "Quick Henry, the Flit." ("Flit")
   (b) "You just know she wears them." (Van Raalte)
   (c) "Ask the man who owns one." (Packard)
   (d) "It's toasted" (Lucky Strikes)
   (e) "Children Cry for it." (Castoria)
   (f) "It covers the Earth." (Sherwin-Williams Paint)

2. (a) Strip
   (b) Mail order
   (c) Balloons *

3. As a Scottish war-cry: "Slaugh-ghairm."

4. Campbell Soups.

5. For one year, according to custom.

6. That of the U. S. Post Office.

7. Formerly this type was exported to Turkey for use as turbans.

8. (a) This idea originated with Edward Bok, former Editor of Ladies Home Journal and was originally called "The Harvard Advertising Awards."
   (b) Advertising & Selling.

9. 15% of reason.
   85% of emotion.

10. Blatant type in big black masses, little white space. Often no picture, or one that is crude.

* Frank P. Baldwin.

TEST 11

1. When you tell an engraver to strip, just what do you mean?

2. Each answer to the following questions is a word ending in "type."

   (a) What "type" is made by a process of depositing copper on the surface of a wax or lead mold?
   (b) What "type is transmitted by wire?
   (c) What "type" produced by an electrolytic process is harder and more durable than those of copper?
   (d) What "type", cast or engraved in one type body usually becomes so well identified that it is repeated without change for long periods of time?
   (e) What "type" is cast a line at a time?

3. Altering the photograph of a person for use in an advertisement does not relieve the advertiser of responsibility for violating the right of privacy. True or false?

4. There are about 500 type faces currently in use in America. True or false?

5. "Male and Female" in engraving refers to:

   (a) Name of positive and negative
   (b) Name of interlocking type
   (c) Embossing dies
   (d) Type of mailing permits

6. In color separation photography (preliminary to making color plates), each of the three primary colors (red, yellow, ~~green~~ blue) is separated by photographing through a filter composed of the other two colors. True or false?

7. What dessert do all printers hate?

8. Is a "comprehensive" layout one in which all elements are completed art work, ready for the engraver?

9. What is the maximum size of a coupon permitted by the postal laws in a magazine or newspaper advertisement?

   (a) one-half of a page
   (b) one-half of the advertisement
   (c) One-quarter of the advertisement
   (d) 3 in. x 5 in.

10. Why are typography experts always crabbing about widows?

Answers to Test 11

1. To strip together several photographic negatives.*

2. (a) electrotype
   (b) teletype
   (c) nickeltype (steeltype)
   (d) logotype
   (e) linotype **

3. True. If the person is recognizable in any way, responsibility is established. For example, a ballplayer once sued and won because his stance at the plate was identifiable. ***

4. False. Conservative estimates indicate about 3,000.***

5. Embossing dies. ****

6. True. ***

7. Pie — to pie a form means to drop it on the floor.*

8. No. A "comprehensive" is finished as to proportions and elements to be used but contains no finished art work.***

9. One-half of a page. For some reason no advertiser seems to have taken advantage of a large-size coupon.***

10. Because so often there's copy that makes one single, short word carry-over to a single line, as is shown here.

* James V. Farrell
** Frank P. Baldwin
*** Printers' Ink Monthly
**** Jules Scherer

TEST 12

1. Split-run copy testing is a method of testing an advertisement in two different publications. True or false?

2. In consumer opinion test, it is vital that you submit your advertisements to people of sufficient intelligence and knowledge to rate them fairly. True or false?

3. In an insurance ad, which of these headlines paid best?

   (a) Here's one question you shouldn't ask your wife.
   (b) Get rid of money worries for good.

4. For advertising a home study course in business which of these headlines would create the most interest?

   (a) To the man who is 35 and dissatisfied.
   (b) Here's the proof that this training pays financially.

5. Which of these headlines paid three times better than the other for an insurance company?

   (a) Advice to wives whose husbands don't save money.
   (b) Are you playing fair with your wife?

6. Below are two headlines which were tested by a book publisher. Which was the more successful one?

   (a) Are you afraid of making mistakes in Etiquette?
   (b) Do you make these mistakes in Etiquette?

7. The effectiveness of an advertisement usually increases in direct proportion to its size. True or false?

8. "Gutter" position is preferred by most advertisers. True or false?

9. Name three words that were coined from surnames. Example: Listerine, Ampere.

10. If you were the editor of a class magazine, how would you define "Hoi Polloi"?

Anaswers to Test 12

1. False. Split-run copy tests check the results of two different advertisements run in the same edition where one advertisement appears in a certain number of copies and the other advertisement in the remainder, generally a 50-50 division.*

2. False. The requisite for a good judge in an opinion test is that the person be as nearly as possible a typical buyer or prospect of the product advertised.*

3. (b) Get rid of money worries for good.**

4. (a) To the man who is 35 and dissatisfied.**

5. (a) Advice to wives whose husbands don't save money.**

6. (b) Do you make these mistakes in Etiquette?**

7. False. Accounts for the use of "shrapnel" advertisements.**

8. False. Advertisers usually prefer an outside position.

9. Sandwich, volt, watt, mackintosh, davenport, galvanize, mesmerize, sanforize, ampere, fletcherism, guillotine, wistaria, pasteurize.

10. The masses. The common people. Those not interested in your class magazine.

* Printers' Ink Monthly
** John Caples' "Tested Advertising Methods"

TEST 13

1. Six of these women are famous for a certain common interest. What is it? Which ones are they?

   (a) Lady Godiva
   (b) Mary T. Goldman
   (c) Cleopatra
   (d) Ogilvie Sisters
   (e) Mme. Recamier
   (f) Seven Sutherland Sisters
   (g) Mme. Berthe.
   (h) Mme. Pompadour
   (i) Lily Langtry
   (j) Pocohontas

2. There are more homes with telephones than homes with radios, in the United States. True or false?

3. When over 3,000 readers of "Young America" were asked "What is your favorite candy?" Name which made the poorest showing:

   (a) Milky Way
   (b) Oh Henry
   (c) Hershey
   (d) Baby Ruth
   (e) Nestles

4. What state has the longest coast line?

5. There are approximately 20 million children in the United States between the ages of 6 and 13. True or false?

6. Less than one-third of the families in the United States own their own homes. True or false?

7. The world's present population is about 3,500,000,000. True or false?

8. Women buy three times as many black shoes as all other colors combined. True or false?

9. How many motor vehicles are registered in the United States?

10. In a U. S. survey for a snow-shoe maker, in what state would one find the deepest snow-fall?

Answers to Test 13

1. Their interest: Hair.

   (a) Lady Godiva
   (b) Mary T. Goldman
   (d) Ogilvie Sisters
   (f) Seven Sutherland Sisters
   (g) Mme. Berthe
   (h) Mme. Pompadour

2. False. A fact to be considered in using data from telephone surveys of radio programs.*

3. Hershey. ***

4. Florida.

5. True. Many people do not realize the extent of this market.*

6. False. 48 percent own their own homes, an interesting figure considering the urban concentrations of populations.*

7. False. Just over 2,000,000,000.

8. True. **

9. 30,710,000 vehicles according to Automobile Manufacturers Association.

10. In California. In Sierra Nevada Mountains.

* Printers' Ink Monthly.
** C. E. Nelson (authority of Tanners' Council of America)
*** Young America Survey.

TEST 14

1. What magazine has capitalized on the claim that it has no appeal for "The Old Lady from Dubuque?"

2. In "Ye Giftie Shoppee" and "Ye Olde Hamburger Shoppee" what does "Ye" stand for?

3. What is plagiarism?

4. Where does the word "fortune" come from?

5. Up to what year — 1875-1885-1895-1905-1915-1925 could you have seen an ad like this in any leading New York paper?

   "A sweet, dainty little passion flower from a land where there is no snow in April, dire distressed, will marry non-hard-times man. Address Box ____."

6. What magazine was founded by Benjamin Franklin?

7. A corset, a pencil and an automobile polish are named after what masterpiece in the Louvre?

8. What two so-called primary colors mixed together make green?

9. There are now more daily newspapers than weekly — True or false?

10. Who says "I'se in town, honey?"

Answers to Test 14

1. The New Yorker.

2. The

3. The taking and use of another's writings or thoughts as one's own.

4. From Fortuna, the Roman goddess of chance.

5. 1895. Then came a thorough house-cleaning in all newspapers of questionable "personals." *

6. The Saturday Evening Post.

7. Venus.

8. Yellow and blue.

9. False. About 2,300 dailies and about 11,500 weeklies.

10. Aunt Jemima.

* Presbrey's History and Development of Advertising.

TEST 15

1. With what newspapers are the following names identified: Joseph Medill; Charles Anderson Dana; William Rockhill Nelson; Horace Greeley?

2. What is "mast-head" in newspaper language?

3. (a) What newspaper proclaims "all the news that's fit to print?" (b) Which one calls itself "The world's greatest newspaper?" (c) Which was the first tabloid in the United States?

4. Bernarr Macfadden is as famous as a yachtsman as he is an aviator. True or false?

5. "Stuffers" mean:

   (a) Those who fill envelopes with printed matter.
   (b) Mailing cards.
   (c) Circulars of envelope size.

6. Unscrambled, these groups of letters spell familiar art terms and tools:

   (a) utolya
   (b) vinehcerompse
   (c) etfrkis
   (d) suetis
   (e) anlegrit
   (f) plicen
   (g) leur
   (h) tonum
   (i) shrub
   (j) leesa

7. What products are associated with these slogans:

   (a) Say it with flowers.
   (b) The beer that made Milwaukee famous.
   (c) Eventually — why not now?
   (d) Good to the last drop.
   (e) Save the surface and you save all.

8. Except the boss who keeps you late when you've got a date, what's the lowest form of animal life?

9. Is it correct to seal a letter of introduction?

10. A group of typical housewives were asked: "Do you believe business is giving you sufficient information about its products to enable you to buy with complete understanding?" ... Estimate the percentage replying "yes."

Answers to Test 15

1. Chicago Tribune; New York Sun; Kansas City Star; New York Herald-Tribune.*

2. The statement at the head of the editorial column, showing ownership, subscription rates, etc.

3. (a) The New York Times
   (b) The Chicago Tribune
   (c) The New York News

4. False. No longer young, he is an enthusiastic flyer.

5. Circulars of envelope size.**

6. (a) layout
   (b) comprehensive
   (c) frisket
   (d) tissue
   (e) triangle
   (f) pencil
   (g) rule
   (h) mount
   (i) brush
   (j) easel ***

7. (a) Flowers by Telegraph Florist's Association.
   (b) Schlitz Beer.
   (c) Gold Medal flour.
   (d) Maxwell House Coffee.
   (e) Paint.

8. The amoeba.

9. No.

10. 14%. This indicates a need for more informative advertising.

* Liberty.
** Jules Scherer.
*** Frank P. Baldwin.

TEST 16

1. Which one of these presidents of the U. S. was once a runaway apprentice for whom his master advertised a $10 reward? (a) Martin Van Buren (b) Andrew Jackson (c) Andrew Johnson.

2. Where was the first printing press set up in the new world?
   (a) Cambridge, Mass.
   (b) Mexico City
   (c) Philadelphia
   (d) Lima, Peru
   (e) New York City
   (f) St. Augustine, Fla.

3. The first color page advertisement appeared in Youth's Companion, May 4, 1893, and included "The Awakening of Cupid" a Paris Salon painting of 1891 by Sir Joshua Reynolds. It was for which of these?
   (a) Pear's Soap
   (b) Lowney's Chocolates
   (c) Mellin's Food
   (d) Cuticura
   (e) Shredded Wheat
   (f) Dentyne

4. Why was "The Gentleman's Magazine", started in London in 1731, considered unique?

5. Who was the first president to speak over the radio?

6. "We are advertised by our loving friends" -- what is?

7. Rudy Vallee received $60 for his first show on the air from which of these?
   (a) Connecticut Life, Hartford
   (b) New Haven Walkover Shoe Store
   (c) Waterbury Watches
   (d) Herbert's Jewelry Stores
   (e) Bridgeport Electric Co.

8. In his advertising, Paul Revere included which three of these items?

   (a) silverware
   (b) dentistry
   (c) horses
   (d) tobacco
   (e) engraving
   (f) lanterns

9. When Venus advertised for the runaway Psyche, whom did she retain as her advertising agent?

   (a) Apollo (b) Mars (c) Mercury (d) Vulcan

10. Which one of these universities formerly advertised lotteries?

    (a) Yale (b) Harvard (c) William & Mary (d) Princeton

Answers to Test 16

1. Andrew Jackson.

2. (b) Mexico City. *

3. Mellin's Food.

4. Because it was the first publication called a "Magazine."

5. President Harding in 1923.

6. Mellin's Food.

7. Herbert's Jewelry Store. **

8. (a) silverware
   (b) dentistry
   (e) engraving

9. (c) Mercury

10. (b) Harvard

* Presbrey's "History and Development of Advertising".
** "Radio as an Advertising Medium."

TEST 17

1. When boy readers of "Young America" were asked "What career do you expect to follow?" Check which of these ranked first?

   (a) Aviation
   (b) Engineering
   (c) Medicine
   (d) Business
   (e) Legal
   (f) Politics

2. Socrates introduced a special form of teaching, still practiced. What was it?

3. Which president learned to read and write after his marriage?

4. The three business idols of youth -- as chosen recently in a Chicago school survey, went to which of these men?

   (a) Henry Ford
   (b) I. J. Fox
   (c) Wendell Willkie
   (d) Edward R. Stettinius
   (e) Alfred P. Sloan
   (f) Owen D. Young
   (g) Walter Chrysler
   (h) David Sarnoff

5. What product advertises that it is "Time to Retire."

6. If you were advertising Thermos bottles, what principle of physics would you have to understand?

7. On an agency balance sheet, does <u>surplus</u> appear as an asset?

8. Who operates "The Great White Fleet?"

9. Who gave $5,000,000 to found the Harvard Graduate School of Business Administration?

10. If you have "savoir faire" what have you?

Answers to Test 17

1. Engineering.

2. Questions and Answers.

3. Andrew Jackson.

4. 1. Edward R. Stettinius
   2. Owen D. Young
   3. I. J. Fox

5. Fisk Tires.

6. The principle of the vacuum as a means of insulation.

7. No, it appears as a liability.

8. The United Fruit Company.

9. George F. Baker.

10. A sense of knowing how to present yourself properly.

TEST 18

1. Who originated mail-order merchandising?

2. What firm began the chain store system?

3. Four presidents of the United States were graduated from Harvard University; two from Princeton; one from Yale. Who were they?

4. What is a "hidden demonstrator" considered so evil by the Robinson-Patman Act?

5. What gives Worcestershire Sauce its characteristic flavor?

6. If you put on Noxzema to protect your entire body against sunburn, how many square inches would you cover?

7. Why do artists prefer a north light?

8. For what do the letters "e. g." stand?

9. What's a matrix?

10. (a) What "hasn't scratched yet"?
    (b) "They satisfy" -- what satisfies?
    (c) Pink tooth brush reminds you of what dentifrice?
    (d) What does one use for athlete's foot?
    (e) What features the meter-miser?
    (f) What "Takes the odor out of perspiration?"

Answers to Test 18

1. Aaron Montgomery Ward.

2. A & P

3. Harvard: John Adams, John Quincy Adams, Theodore Roosevelt.
   Princeton: James Madison and Woodrow Wilson.
   Yale: William Howard Taft.*

4. A retail sales clerk whose wage is paid for by the manufacturer while she poses as a store employee and pushes her own line, chiefly in cosmetics.

5. The soy bean.

6. Approximately 1,700.

7. Because it is more diffused -- no glare.

8. Exempli gratia (for example).

9. A papier mache impression of an ad or parts thereof, from which a stereotype (lead cast) can be made. Popularly called a "mat."

10. (a) Bon Ami
    (b) Chesterfields
    (c) Ipana Tooth Paste
    (d) Absorbine, Jr.
    (e) Frigidaire
    (f) Mum

* Liberty

TEST 19

1. How long does a copyright extend?

2. If you were playing golf in the native costume of the land in which the game originated, what country's costume would you be wearing?

3. What are onomatopoetic words?

4. What does "caveat emptor" mean?

5. What is the origin of the word "alphabet?"

6. When a Junior League girl comes to New York for a visit, which is her favorite hotel?

   (a) Barbizon Plaza
   (b) Roosevelt
   (c) St. Regis
   (d) New Weston
   (e) Barclay
   (f) Biltmore
   (g) Ritz
   (h) Commodore
   (i) New Yorker

7. What is England's famous comic weekly?

8. Why do Vogue and Harper's Bazaar feature the Rue de la Paix?

9. For the "protective coloring" campaign by Calvert, what animal would be most suitable?

10. In his book "Advertising Copy" Professor G. B. Hotchkiss tells the student of copywriting to study the writings of various authors. Here are their names, with disarranged qualities. Match correctly:

    (a) Stevenson ( ) Pithy descriptions
    (b) Poe ( ) Dynamic energy
    (c) Dickens ( ) Terseness and logic
    (d) Keats ( ) Unity of Expression
    (e) Emerson ( ) Compression and sparkle
    (f) Lamb ( ) Versatility
    (g) Macauley ( ) Vivid Journalism
    (h) Carlyle ( ) Careful rhetorical construction
    (i) O. Henry ( ) Sensuous imagery
    (j) Kipling ( ) Warm hearted sympathy

Answers to Test 19

1. Twenty-eight years, then renewable for 28 years.

2. A Dutch costume.

3. Words whose sound, as pronounced, resembles the sound of the thing signified, such as hiss.

4. Let the buyer beware, e. i. buy at his own risk.

5. The name of the first two letters in the Greek alphabet -- alpha, beta.

6. (c) St. Regis, according to survey of Junior League Magazine, in analyzing its classy appeal -- "Last year Junior Leaguers spent $5,000,000 on travel."

7. Punch.

8. It's the street of fashion in Paris.

9. The chameleon.

10. (a) Stevenson - Versatility.
    (b) Poe - Unity of expression.
    (c) Dickens - Pithy descriptions.
    (d) Keats - Sensuous imagery.
    (e) Emerson - Terseness and logic.
    (f) Lamb - Warm hearted sympathy.
    (g) Macauley - Rhetorical construction.
    (h) Carlyle - Dynamic Energy.
    (i) O. Henry - Compression and sparkle.
    (j) Kipling - Vivid Journalism.

TEST 20

1. What costs "A shilling in London, a quarter here?"

2. If you went on the air as a star, what would your name be if you advertised the following products:

    (a) Wheatena
    (b) Oxydol
    (c) Pepsodent
    (d) Alka Seltzer
    (e) Jergen's Lotion
    (f) Lucky Strike
    (g) Ironized Yeast
    (h) Lady Esther
    (i) Jell-O
    (j) Campbell's Soups

3. What can be advertised as "brain foods?"

4. Fill out these famous headlines:

    (a) "Do you make these mistakes in _____?"
    (b) "____ _____ when I sat down at the piano."
    (c) "Often a bridesmaid, ____ _____ __ _____."
    (d) "Mr. ____ _____ of Seattle, I believe?"
    (e) "Somewhere West of _____ (in her Jordan)."

5. Name the chief interest or vocation of each guest if you gave a dinner party composed of:

    (a) Dr. George Gallup
    (b) Baby Snooks
    (c) Senator Patman
    (d) Maria Jeritza
    (e) Dr. Dafoe
    (f) Major Bowes
    (g) Princess Gurielli
    (h) Roy Howard
    (i) Julia Sanderson
    (j) Rockwell Kent

6. What world-famous portrait lacks eyebrows?

7. In Detroit, one can look directly South into Canada. True or false?

8. What mythological damsel cried so incessantly that she could never have used Maybelline?

9. To maintain your balance, upon what organ do you depend?

10. Translate the code words (underscored) in this little note:

    Dear Vanta:

    I'm feeling spry and wonder if it's polident for me to ask you if you care to tek a little week-end trip to Avon. Here I'll give you an Evening in Paris, and I'm sure that you'll agree that it is quite tangee and delsey, so don't be charis. Mum is the word.

    Max Factor

Answers to Test 20

1. Pall Mall Cigaretts.

2. (a) Hilda Hope, M. D.
(b) Ma Perkins
(c) Bob Hope
(d) Alex Templeton
(e) Walter Winchell
(f) Kay Kyser
(g) J. J. Anthony
(h) Guy Lombardo
(i) Jack Benny
(j) Orson Wells - Amos 'n Andy.

3. There are no "brain foods" — beware of the F. T. C.

4. (a) English
(b) They laughed
(c) But never a bride
(d) Addison Sims
(e) Laramie

5. (a) Public Opinion Polls
(b) Feature on Maxwell House Coffee Program
(c) Robinson-Patman Act
(d) Opera Diva
(e) The Dionne quintuplets
(f) Chrysler cars, amateurs
(g) She's Helena Rubinstein
(h) Head of Scripps-Howard newspapers
(i) Feature on Molle Program
(j) Artist

6. Mona Lisa

7. True

8. Niobe

9. The inner ear or labyrinth

10. Vanta - baby garments
Spry - vegetable shortener
Polident - for cleansing false teeth
Tek - tooth brush
Avon - cosmetics
Evening in Paris - Bourjois toiletries
Tangee - Lipstick
Delsey - toilet paper
Charis - corsets
Mum - deodorant
Max Factor - cosmetics

TEST 21

1. "I have six serving men
They told me all I knew,
Their names are What and Why and When
And How and Where and Who."

Of these men, which one wrote the above?

(a) Lewis Carroll
(b) Gillette Burgess
(c) Elbert Hubbard
(d) Rudyard Kipling
(e) Edgar Guest
(f) William Shakespeare

2. What is a male bee called that you wouldn't want the boss to call you?

3. What county is Manhattan in; Chicago; Philadelphia; Boston?

4. Who made his fortune in cigars, then became a radio magnate?

5. (a) "The War Cry" is the magazine of what organization.
(b) "Variety" is the organ of what group?

6. What is a genre photograph?

7. What does the punctuation mark "caret" mean?

8. What is the antonym of "analysis?"

9. "Out, damned spot, out, I say" would be a good slogan for what?

10. Distinguish between a (a) metaphor and a (b) simile.

Answers to Test 21

1. (d) Rudyard Kipling.

2. A drone.

3. New York; Cook; Philadelphia; Suffolk.

4. Wm. S. Paley, President, Columbia Broadcasting Company.

5. (a) Salvation Army
   (b) Theatrical

6. One picturing an incident in everyday life, as exampled by much candid photography.

7. An omission.

8. Synthesis.

9. Energine, Carbona, or similar cleaning fluids.

10. (a) A metaphor is a condensed simile. Thus "That man is a fox" is a metaphor, a figure of speech founded on the resemblance in some respect of one object to another. An unexpressed comparison.

    (b) A simile is an expressed comparison, for example: "That man is like a fox."

TEST 22

1. To salsify Planters Peanuts is to salt them. True or false?

2. What is singular of: (a) Indices (b) Media (c) Critiques (d) Meridians (e) Radii

3. This is <u>not</u> the manuscript of a part of Henry Eckhardt's confession in "Advertising As A Career" -- his had none of these 12 mistakes. Can you find them?

   "I begun creating advertising when I was 17 as the Editor of a high school paper; anxious to help the advertising-manager land some 'new business." So I've been at it quite a long time. And I have acumulated more than the usual quoto or mistakes. The greatest of these mistakes was this; Writing advertisements as an out-let for personal expression. Let me explain. My early ambition was just to write; possibly Satevepost short stories or possible the star reporter stuff of a great newspaper. And I tried on all these directions, with a 100% record of no success.'

4. Whom are you quoting when you say "It's all Greek to me."

5. What letter of the alphabet do you employ most?

6. What word or two contains all the vowels, in their proper sequence?

7. What are the three dramatic unities?

8. What words in English rhyme with "month."

9. Name 3 words ending in "dous."

10. What's the complete name for the railroad called "The Santa Fe?"

Answers to Test 22

1. False. Salsify is a vegetable.

2. (a) Index
   (b) Medium
   (c) Critique
   (d) Meridian
   (e) Radiums

3. Begun should be began.
   Comma after paper.
   No hyphen between advertising manager.
   Single quote after business.
   Accumulated has two c's.
   Quota is misspelled.
   Colon after this.
   No capital for writing.
   No hyphen in outlet.
   Comma after write.
   Possible should be possibly.
   Double quote after success.

4. Shakespeare - Julius Caesar - Act. 1, Scene 2.

5. The letter e.

6. Abstemious, facetious.

7. Time, place, action.

8. There are none.

9. Tremendous, Stupendous, Hazardous, Horrendous, Wondrous.

10. Atchison, Topeka & Santa Fe.

TEST 23

1. Who was the first national advertiser to merchandise his advertising to dealers?

2. What soap maker sponsored sculpture?

3. What weekly magazines are mentioned in the Declaration of Independence?

4. What could you put in a cup of Tender Leaf Tea that is 500 times sweeter than Domino sugar?

5. Which is the (a) Sucker State; (b) The Buckeye State; (c) The Badger State?

6. As an adviser to the love-lorn who became a pioneer columnist?

7. Was Henry Luce of Time the first to make news-reels?

8. When careers of 300 leading men were analyzed by Dr. Catherine Cox Miles, she found that 50% had found success that grew out of childhood hobbies. True or false?

9. What American merchant founded London's largest department store?

10. The optical center of a page is at the intersection of the two diagonals drawn from opposite corner to opposite corner. True or false?

Answers to Test 23

1. Charles E. Hires in 1893, according to Printers' Ink's "50 Years."

2. Procter and Gamble for Ivory Soap.

3. Life, Liberty.*

4. Saccarin, a coal tar product.

5. (a) Illinois; (b) Ohio; (c) Wisconsin.

6. Dorothy Dix.

7. No. Pathe in 1910.

8. True.

9. Gordon Selfridge, formerly of Marshall Field & Co.

10. False. Optical center is located between 1/3 and 1/2 of the way down from the top, equi-distant from the sides.**

* Liberty
** Printers' Ink Monthly.

TEST 24

1. What soap is advertised as not being absolutely pure?

2. What single item is sold most by the big mail-order houses?

3. Read fast the following sentence <u>once</u>. How many f's did you encounter?

   Federal fuses are the result of years of scientific study combined with the experience of years.

4. What American city's population grew from nothing to 10,000 in one day? (Within the last 50 years).

5. It has been said that drug stores handle more items in relation to volume than any other retail business. Approximately how many items does the average independent drug store carry?

   (a) 2,000
   (b) 6,000
   (c)10,000
   (d)14,000

6. The nickname of what great bell in England became the name of what American clock?

7. Who sponsored the first radio musical show?

   (a) Palmolive
   (b) I. Miller & Co.
   (c) Browning, King & Co.
   (d) Pittsburgh Plate Glass Co.
   (e) Cuticura
   (f) City Service

8. What, proverbially, loves company?

9. What can be advertised as the most complete single food?

10. In British advertising what are Otis elevators called?

Answers to Test 24

1. Ivory. *

2. Shoes.

3. There are six. If you spotted 3 give yourself 10 points.**

4. Oklahoma City had a tent population by nightfall of April 22, 1889, the day the territory was opened for settlement.

5. Six thousand items. Chain drug stores, however, carry only one-half to three-fourths as many items.***

6. Big Ben.

7. Browning, King & Co. ****

8. Misery.

9. Milk.

10. Otis Lifts.

* James V. Farrell
** From the Reporter who reprinted it from house-organ of Southwestern Association of Industrial Editors.
*** Printers' Ink Monthly.
**** Radio as an Advertising Medium.

TEST 25

1. Name the advertising organization whose initials are:

   (a) AAAA
   (b) ABC
   (c) AFA
   (d) ANPA
   (e) ABP
   (f) ARF
   (g) ANA
   (h) OAB
   (i) PPA

2. Name three emotional appeals necessary in advertising copy?

3. "Show me" urge the citizens of what state, where advertising should be factual.

4. What is the name of the process used in engravings (not halftones) that gives various shades or effects to pictures, type, rules, solid areas and is often used to provide shaded backgrounds. A process named after its inventor of the New York Sun?

5. Approximately what does it cost to advertise the following:

   (a) One dozen Sunkist Oranges; (b) One automobile; (c) $1.75 sheet; (d) $1.95 shirt; (e) 7¢ cake of soap; (f) 5¢ soft drink; (g) 12¢ can of soup.

6. Define these underworld words:

   (a) snowbird; (b) dick; (c) harness bull; (d) dip (e) gat.

7. "Thumbs down on that picture" says an advertiser to the art director. (a) What does he mean; (b) What is the origin of this expression?

8. What is the antonym of synonym?

9. "Look at all three" urges whose advertising?

10. What is "spot" broadcasting?

Answers to Test 25

1. (a) American Association of Advertising Agencies.
   (b) Audit Bureau of Circulations.
   (c) Advertising Federation of America.
   (d) American Newspaper Publishers Association.
   (e) Associated Business Papers.
   (f) Advertising Research Foundation.
   (g) Association of National Advertisers.
   (h) Outdoor Advertising Bureau.
   (i) Periodical Publishers Association.

2. Love, Hate, Fear, Vanity, Evil Doing, Morality, Selfishness, Immortality, Superstition, Curiosity, Veneration, Ambition, Culture, Heroism, Science, Amusement.*

3. Missouri.

4. Ben Day.

5. (a) 1/3¢ per dozen; (b) $10 to $15 per ear; (c) 1¢ each; (d) 64/100 of 1¢ each; (e) 1/5 of 1¢ each; (f) 1576/100,000 of 1¢; (g) 35/1000 of 1¢ per can.**

6. (a) drug addict; (b) detective (c) uniformed policeman (d) pick-pocket; (e) gun.

7. (a) no good; (b) An old Roman gesture expressing disapproval at gladatorial combats.

8. Antonym.

9. Plymouth's.

10. It differs from network broadcasting in that time is used on individual stations, not hooked up with other stations. Network means a chain of stations broadcasting the same program simultaneously.

* Advertising As A Career - Page 17.
** " " " " - Page 19.

TEST 26

1. If you were a magazine representative and visited the following cities, what leading advertiser might you call on in each:

   (a) Winston-Salem, N. C.
   (b) Dalton, Mass.
   (c) Cincinnati, Ohio
   (d) Oneida, N. Y.
   (e) Wilmington, Del.
   (f) Dearborn, Mich.
   (g) Poughkeepsie, N. Y.
   (h) New Brunswick, N. Y.
   (i) Rochester, N. Y.
   (j) Canajoharie, N. Y.

2. Give the next line after "Lives of great men all remind us ..."

3. Give second part of these names:

   (a) Sal
   (b) Santa
   (c) Glyco
   (d) Lucky
   (e) Bon
   (f) Alka

4. Who is Ben Bernie's dearest enemy?

5. If, on landing your first job, you did a pas seul what would you be doing?

6. If the boss complains that you're a hedonist, what are you?

7. What line follows: "I am the master of my fate?"

8. If your job is a sinecure, what is it?

9. Over 75% of the world's 41,090,347 telephones are in the United States. True or false?

10. Who said "Hitch your wagon to a star?"

Answers to Test 26

1. (a) Camel Cigarettes
   (b) Crane Paper Co.
   (c) Procter & Gamble
   (d) Oneida, Ltd. (Silver)
   (e) Du Pont
   (f) Ford
   (g) Smith Bros.
   (h) Johnson & Johnson
   (i) Eastman
   (j) Beech-Nut *

2. "We can make our lives sublime." (Longfellow)

3. (a) Hepatica
   (b) Fe
   (c) Thymoline
   (d) Strike
   (e) Ami
   (f) Seltzer

4. Walter Winchell.

5. A solo dance.

6. One who believes in the doctrine that pleasure is the chief good.

7. "I am the captain of my soul." (Invictus by Henley)

8. A job without any duties.

9. False. Nearly 50% are in the U. S. New York City alone has 1,632,348 telephones, more than all France, three times all Asia.

10. Emerson (1803-1882)

* C. E. Nelson

TEST 27

1. When you call someone on the telephone, who should be the first to say goodbye?

2. If College Inn Tomato Juice were advertised today for the effect which the French formerly believed tomatoes had, how would it be classified — as a sedative, a toxin, an aphrodisiac, an appetizer, a purgative or an antidote?

3. What is meant by a "bleed" advertisement?

4. What is it called -- a publication — simple or elaborate — issued by a company privately for its salesmen and for dealers — sometimes given to customers and prospects?

5. Who had the golden touch?

6. If you have arithomania, what's the symptom?

7. If your first job paid a penny for the first day and your pay was doubled every day, what would you earn the first month? (A quick guess).

8. What two pipe tobaccos have names similar to men's formal coats?

9. If, in a vacation ad, you write of "halcyon" days, what do you mean?

10. Who said "You can fool some of the people some of the time, but you cannot fool all of the people all of the time?"

Answers to Test 27

1. You.

2. As an aphrodisiac -- in the 16th Century the French called the tomato "pomme de'amour" or "love apple." Tomato juice was first served here at French Lick Springs about 1918, then at Chicago's College Inn.

3. One that is printed to the edge with no white margin.

4. A house organ.

5. Midas, given that power by Bacchus.

6. The habit of counting things.

7. Over $10,000,000.

8. Tuxedo and Prince Albert.

9. A calm and peaceful time. It comes from the Greek. Halcyon was the Kingfisher which incubated its eggs during a calm period of the sea.

10. Most authorities attribute it to Lincoln.

TEST 28

1. In becoming the star on the Sweetheart Soap radio program, Eleanor Roosevelt may rob what movie star of what title?

2. (a) What is the leading Chilean product advertised in the United States? (b) Who advertises it?

3. Ten years ago (1930) only two companies offered daily radio programs. What were the companies?

4. If you were an artist, would you find a model taller standing up or lying down?

5. What human organ is most important to the radio announcer?

6. An expression you use daily was started by Thomas A. Edison. What is it?

7. When used to correct a printer's proof, what do these symbols mean?

   (a) # (b) w f (c) ( ) (d) x

8. A 50,000 watt radio station covers five times the area of a 10,000 watt station. True or false?

9. What localities do you associate with the following:

   (a) Sunkist
   (b) Dole's Pineapple
   (c) 20 Mule Team Borax
   (d) Gorton's Cod Fish
   (e) Eatmor Cranberries
   (f) Raisins

10. What grows from little acorns?

Answers to Test 28

1. She may rob Mary Pickford of the title: "America's Sweetheart."

2. (a) Nitrate of soda for fertilizer, largely used on Southern farms. (b) Advertised by the Chilean Nitrate Educational Bureau.

3. Pepsodent Company and Quaker Oats Company.

4. Lying down.

5. The larynx.

6. He was the one who started the custom of saying "Hello" on the telephone.

7. (a) # - Insert space where indicated. *
   (b) w f - Wrong font.
   (c) ( ) - Draw words together.
   (d) x - Broken letter.

8. False. Since a broadcast signal spreads in opposite directions along the ground and up as well, thus being three dimensional, the increase in area coverage is not in direct proportion to the wattage increase, but in proportion to its cube foot.**

9. (a) California
   (b) Hawaii
   (c) Death Valley
   (d) New England Coast
   (e) Cape Cod
   (f) California

10. "Tall oaks from little acorns grow."***

* Printers' Ink Monthly.
** James V. Farrell
*** David Everett

TEST 29

1. What do you advertise to sybarites?

2. What revolutionary fashion was introduced by Irene Castle?

3. These nutria fur coats that are advertised — what animals do they come from?

4. In what ads do the following Dutch characters appear?

   (a) A youth.
   (b) A girl on a rampage.

5. What state is most densely populated according to its size?

6. What Greek teachers advertised that they would instruct young men "to take either side of a question and make the worser seem the better reason?"

7. Name three of the biblical Seven Deadly Sins?

8. Who wrote:

   "Afoot and light-hearted, I take to the Open Road,
   Healthy, free, the world before me,
   The long brown road before me, leading wherever I choose.

   "Henceforth I ask not good-fortune, I myself am good fortune,
   Henceforth I whimper no more, postpone no more, need nothing ...
   Strong and content I travel the open road."

9. Finish the saying "Where ignorance is bliss ..."

10. Advertising has helped to reduce Del Monte peaches to 14¢ a can, less than half that of how many years ago?

Answers to Test 29

1. Luxuries.

2. Short hair.

3. The nutria or coypu.

4. Dutch Boy White Lead.
   Old Dutch Cleanser.

5. Massachusetts.

6. The Sophists.

7. Anger, sloth, gluttony, envy, lust, pride, covetousness.

8. "Song of the Open Road" by Walt Whitman, 1856.

9. "Tis folly to be wise."

10. 10 years ago the cost was 28¢. *

* True Story.

TEST 30

1. If the Personnel Manager is a misogynist, what is he?

2. Timing a mailing for arrival on the first delivery often raises its effectiveneness. True or false?

3. What are the two most commonly used fine screen halftones for black and white reproductions?

   (a) 100 screen
   (b) 110 "
   (c) 120 "
   (d) 133 screen
   (e) 150 "

4. With only 6% of the population, Americans own or use: (Fill in percentage)

   (a) ____ % of the automobiles
   (b) ____ % of the mechanical refrigerators
   (c) ____ % of the gasoline
   (d) ____ % of the electricity
   (e) ____ % of the radio receiving sets

5. To give emphasis, supply the missing word in these alliterations:

   (a) Bag and _____
   (b) With might and _____
   (c) Part and _____
   (d) Rough and _____
   (e) Spick and _____

6. How long does it take a bite of Jell-O to go from the mouth to the stomach?

7. Which three of these statements about Grand Coulee Dam are correct?

   (1) It will be higher than the Empire State Building.
   (2) It will supply three times the electrical power of Niagara, American side.
   (3) It will supply water for 2,400,000 acres.
   (4) Its back water will create a lake 151 miles long.
   (5) It will produce farm wealth as great as that of Iowa and Nebraska combined.

8. Who was Mergenthaler?

9. If you should get the "cold shoulder" — what's the origin of this phrase?

10. From what does the Kohinoor pencil get its name?

Answers to Test 30

1. A woman-hater.

2. False. Second and third delivery arrival has proved as much as 50 percent better.*

3. 110 and 120 screen. **

4. (a) 68%
   (b) 80%
   (c) 70%
   (d) 33%
   (e) 50% ***

5. (a) baggage
   (b) Main
   (c) parcel
   (d) ready
   (e) span

6. Six seconds for average of all we swallow.

7. 2 and 4 are correct.
   1 and 5 are correct.
   As for 3, it will supply water for 1,200,000 acres. ****

8. He made the first lineotype machine in 1885.

9. In medieval times, unwelcome guests were served cold shoulder of meat, while others got their victuals hot, a "gentle" hint to leave.

10. From the largest diamond belonging to the British Crown, "The Kohinoor."

* Printers' Ink Monthly
** Frank P. Baldwin
*** True Story
**** Adapted from Quiz by Spokesman Review and Spokane Daily Chronicle.

TEST 31

1. Where did the phrase "Keep it under your hat" originate?

2. Simply fill in the missing words:

   (a) Clip the coupon _____
   (b) Send no _____
   (c) Money back if ___ _____
   (d) Just ___ __ _____ a few cents
   (e) Print name _____

3. Slogans cannot be copyrighted. True or false?

4. What does an artist do with his pantograph?

5. What author's imagination was so great that, although he never left home, he wrote over 250 books about far places, about undersea craft and air ships.

6. Where does the word: "economics" come from?

7. In 1878 the first telephone switchboard with 21 subscribers was installed in what city?

8. State within 25,000 the number of corporations in the U. S?

9. (a) As to number of retail stores, name the leading classification?
   (b) Approximately how many of them?
   Correct if within 50,000.

10. Of retail sales, about what percentage goes to chain stores?

Answers to Test 31

1. A New York Police Commissioner gave orders that the police were not to spoil their symmetry with bulging pockets.*

2. (a) now
   (b) money
   (c) not satisfied
   (d) pay the postman
   (e) plainly

3. True. Printers' Ink, however, maintains a "slogan" clearing house for the convenience of readers and has registered 7,600.**

4. Copies maps, drawings, etc. to scale, enlarged or reduced.

5. Jules Verne.

6. From the Greek words: oikos, "house" and "nomos" to manage.

7. New Haven, Connecticut

8. App. 530,000 in 1936, according to Bureau of Internal Revenue

9. Food, 532,010; Automotive 314,270; Eating-Drinking 251,470;***

10. About 25%

*Liberty
**Printers' Ink Monthly
***Bureau of Census, 1935

TEST 32

1. Have "Teeth like pearls," urges Pepsodent. How many teeth has an adult? (If none have been extracted.)

2. What's his name: He was a copywriter in an Agency in Chicago and wrote short stories on the side, then his novel "Main Street" made him famous, later he married Dorothy Thompson.

3. Where did the word "Propaganda" originate?

4. What train newsboy became a great inventor?

5. What month is the best for furniture sales?

6. Identify these women:

   (a) Margaret Bourke White
   (b) Elizabeth Hawes
   (c) Florence Jaffrey Harriman
   (d) Edith Nourse Rogers
   (e) Frances Perkins
   (f) Aimee Semple McPherson
   (g) Lily Dache
   (h) Mrs. William Brown Meloney

7. What does B.V.D. stand for?

8. The present limit of television is about 50 miles. True or false?

9. How ethical is advertising? ... In 1939, The Federal Trade Commission read 876,602 advertisements, radio scripts and catalogue pages. Some were questioned for further study and investigation. What percent would you guess?

10. It is possible to sponsor a network program locally. True or false?

Answers to Test 32

1. 32

2. Sinclair Lewis

3. Chiefly from the College of Propaganda at Rome, founded by Pope Urban VIII in 1627, for the education of missionaries.

4. Thomas A. Edison

5. August .45% better than the average month.*

6. (a) A photographer
   (b) Designer of clothes
   (c) Minister to Norway
   (d) Member of Congress
   (e) Secretary of Labor
   (f) Evangelist
   (g) Hats
   (h) Editor, This Week

7. It's a secret, but one claim is that it comes from Bradley, Voorhis & Doran.

8. True**

9. Only 6.42% and of these the majority were later passed or some changed by stipulation — hence a mere fraction were found to be of gross deception or of danger to the public.***

10. True. This is the recently developed "joint sponsorship" or "participating" show where the entertainment is broadcast over the network and the commercial is cut in for the individual local station.**

*Advertising & Selling, May 1940
**Printers' Ink Monthly
***Wm. A. Brewer in Advertising & Selling

TEST 33

1. Give the correct names of these popular products:

   (a) Moonshine Biscuits
   (b) Tootsie-wootsie Milk
   (c) Hickory-nut Bacon
   (d) Heinz Honey & Almond Cream
   (e) Admiral Tires

2. Where does Time get its word "Tycoon?"

3. Do these women's service magazines — Good Housekeeping, McCall's, Ladies Home Journal and Women's Home Companion — deliver more or less circulation than 10 years ago?

4. Mary Pickford, now in cosmetics, is author of "Skin Deep." True or False?

5. What printing and production terms are brought to mind by the following:

   (a) An ancient ship
   (b) A child's marble
   (c) A wound
   (d) A receptacle for holy water
   (e) An inhabitant of a famous ancient city.

6. In a Worcester Salt ad appears this oddity, giving the derivation of a word most important to you. The statement: "Salt was so necessary to the efficiency of the Roman legions that each soldier was provided with a special ration or the money with which to buy it." What is the word?

7. How many Americans carry life insurance?

8. How do radio stations and advertisers ascertain the extent of audiences - the relative program popularity rating?

9. How many news pictures were printed in the average large U. S. daily newspaper during the last year?

   (a) 7,000
   (b) 12,000
   (c) 15,000
   (d) 18,000

10. Name 5 popular radio programs featuring teams, vis: Amos 'n Andy?

Answers to Test 33

1. (a) Sunshine Biscuits
   (b) Pet Milk
   (c) Beech-Nut Bacon
   (d) Hind's Honey & Almond Cream
   (e) General Tires

2. From China, meaning prince, now used to mean powerful magnate.

3. You can buy a black and white page in all four and get 2,609,000 more circulation for $950 less than in 1930.

4. False

5. (a) galley
   (b) agate line
   (c) cut
   (d) font
   (e) roman*

6. Salary, derived from "salarium argentum."

7. Approximately 64,000,000. This group exceeds in size any other classification of individuals in the country — political, religious or otherwise.*

8. Foremost is the Cooperative Analysis of Broadcasting, employing the Crossley Rating. (Recall) This is obtained by telephoning listeners as to what programs they have heard — Calls are made within a few hours or the next day. Thus a percentage is obtained. Differing is the Hooper method (coincidental) whereby calls are made asking "What program are you listening to right now?" There are other factors employed as to coverage, time and network following; also contests and fan mail and mail questionnaires are indicators. (It would be fair to credit yourself with 10 points if your answer is "By telephoning people.")

9. 12,000 **

10. Vic and Sade
    Fibber McGee & Molly
    Lum & Abner
    Burns & Allen
    Myrt and Marge
    Betty and Bob
    Abbott and Costello

*Frank P. Baldwin
**Advertising & Selling (May 1940)

TEST 34

1. What characteristics have these three magazines in common: Vogue, McCall's, Good Housekeeping?

2. Where does "Ike," the television equivalent of "Mike" in radio, get its name?

3. A broadside is:

   (a) Anything mailed to a large list.
   (b) A woman weighing 500 lbs. walking away from you.
   (c) A printed piece in which the longest dimension is from left to right.
   (d) A folded printed piece which tells a story as it opens up to increasingly larger dimensions.

4. When you visualize the word "Prudential" where do you see it?

5. What's: (a) Spam (b) Conservador (c) Chux (d) Tarvia

6. San Simeon is the home of what well-known publisher?

7. What would you imagine might be three favorite slang expressions of Colby M. Chester, Chairman of the Board, General Foods?

8. What state is composed of parishes instead of counties?

9. Give the next line to "Should auld acquaintance be forgot...?"

10. Why do I now say "Goodbye" in leaving you?

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Answers to Test 34

1. They're all edited for women

2. From the iconoscope, which changes the picture into an electric wave.

3. (d) A folded printed piece which tells a story as it opens up to increasingly larger dimensions.*

4. On the Rock of Gibralter

5. (a) Pork shoulder meat with ham meat, Hormels
   (b) Featured by Philco Refrigerator
   (c) Diapers
   (d) Highway surfacer

6. William Randolph Hearst

7. Applesauce. Sugar Daddy. It's the berries. Pie-eyed. Nuts to you. Baloney. She's a peach. To cut a melon.

8. Louisiana.

9. "And never brought to mind."

10. It's a corruption of "God be with you."

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*Jules Scherer

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